



# GHRA In Action

OUR MEMBERS ARE OUR MISSION! VOL. 10 | SEPTEMBER 2023

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A photograph of a modern grocery store interior. The store has bright lighting, yellow pendant lights, and a clean, organized layout. Shelves are stocked with various products, and a service counter is visible in the background.

# BUILDING A BIGGER BRAND FOR

## FIRST 25 STORES ONLY

MARKETING FEE - **\$0.00** LICENSING FEE - **\$0.00**

OPENING A KUDOS - **PRICELESS**

## THERE'S MORE! **ONLY 1% USAGE FEE**

In addition to waiving the licensing and monthly fee, you will enjoy a fee of only 1% of gross sales not to exceed \$1000/month.

\* The usage fee will remain unchanged for a period of sixty months from the date of execution of an agreement.

FOR MORE INFORMATION EMAIL US AT  
**Jeffrey Reeder - [jreeder@ghraonline.com](mailto:jreeder@ghraonline.com)**



# A NOTE FROM THE CEO

BRIAN TROUT, CEO

Greetings Members,

Welcome to September and the beginning of the Fall season, which means children are back to school, morning and afternoon traffic is picking up, and you should expect some changes in the way your customers shop.

The GRHA team is prepping for our Tradeshow on October 25, 2023 at the NRG center. This year's tradeshow will have even more vendors and improved buying opportunities for you. Please save the date for attending!

As all of you know, owning and operating a c-store can be very rewarding, and at the same time, present challenges that require new ways of thinking to be successful. Once such challenge is managing the technology used and leveraging the data created in the store while conducting business. The technology includes things like Point of Sale, Back Office system, price book, fuel pumps, digital marketing platforms, and loyalty/reward programs. The data being created by the use of the technology is very valuable and is becoming the currency of tomorrow. To be successful over the next 10 years, we as operators and members of GHRA must protect the data and learn to capture, analyze, and activate the data to continue to have a robust DSD rebate and incentive programs. I encourage all GHRA members to read up on Retail Media Networks (RMNs) and how they work. The next evolution of our DSD platform includes establishing an RMN for GHRA members.

GHRA represents a 45% market share in Houston, the 4th largest city in the United States, and we are by far the largest network of stores in Houston. When we work together, we accomplish great things. We will be sharing more information on the subject over the coming months.

Thank you for your trust and your continued support and, as always, continued blessings!

Sincerely,

*Brian Trout*

OUR MEMBERS ARE OUR MISSION!

# WELCOME TO GHRA!!

**AUTHORIZED REP:** AHSAN A KADANI

**STORE NAME:** 1 STOP EXPRESS #20

**STORE ADDRESS:** 1080 WILCREST  
DRIVE HOUSTON, TX. 77042



**AUTHORIZED REP:** MURK FEROZ

**STORE NAME:** A&B FOOD MART #2

**STORE ADDRESS:** 611 PULTAR RD,  
RICHMOND, TX

**AUTHORIZED REP:** NAVEEDALI MOHAMMAD

**STORE NAME:** BIG STAR

**STORE ADDRESS:** 5201 Ave F  
BAY CITY, TX 77414



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# Welcome Members

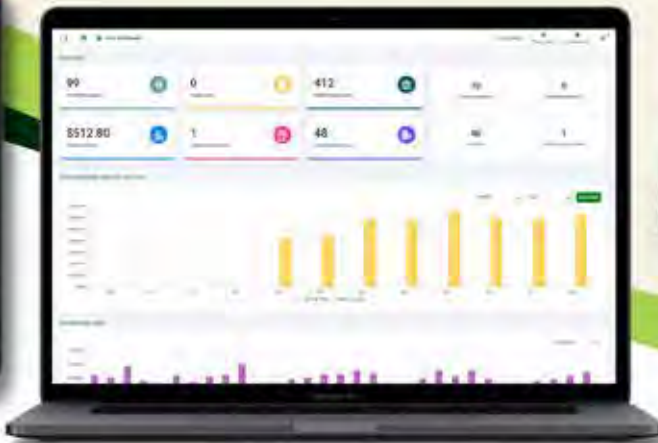
*On behalf of the Board of Directors and staff at GHRA,  
please welcome our new members:*

FUEL MAXX #85  
1 STOP EXPRESS #20  
HANDI STOP #86  
FUEL MAXX #86  
TIME MART #3  
KROOZ-IN #9  
SWIPE FOR FUEL #4  
ROAD TRACK #3  
ROAD TRACK #4  
BUDDY'S #9

SURFSIDE #2  
CORNER MARKET  
QUICK STUFF #7752  
A&B FOOD MART #2  
JULIA'S #4  
HIT THE ROAD  
RITESTOP  
BIG STAR  
KROOZIN MARKET  
ONE STOP FOOD MART

EXPRESS MART  
EXPRESS LANE  
TIME MAXX #13  
PEARLAND EXPRESS  
CITY FRESH #2  
GUFFEY'S GROCERY  
MARKHAM HANDY PANTRY  
ANGELS AIRLINE  
GRIGGS FOOD STORE  
KOUNTRY KWIK #2

TallyQuick  
by MODISOFT



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Software"**

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free trial

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## STREAMLINE

### Fuel Pricing Management



Easily manage fuel operations and track deliveries



Manage precise pool margins inventory and profit reports.



View all sales activity from all stores on one screen



Change the Gas price from any where.

## MORE CONTROL OVER STORES

### Prices And Promotions

Put the power back in your hands with an easy item-level management system that

- Complete pack tracking
- Real-time inventory updates
- Detailed sales and inventory reports
- Sell and track gift cards

## WHAT MAKES US DIFFERENT?

The Back Office System Offered By TallyQuick Helps Empower Your Business To Grow! Your "Convenience" Business Is Finally Convenient!

Our Back Office Serves As One Of The Biggest Keys To A Successful Convenience Business.



### Price On-the-go

Easily manage fuel operations and track deliveries



### Payroll

Seamlessly print payroll checks and manage timesheets with an extensive record of reports



### Inventory

Instantly view full transaction receipts directly from a smart device.



### Live Sales

Instantly view full transaction receipts directly from a smart device.

## CONTACT

We are available 24/7

877-602-6634

[www.tallyquick.com](http://www.tallyquick.com)

[support@tallyquick.com](mailto:support@tallyquick.com)

# Warehouse Newsletter



Anees Burhani, VP of Supply Chain Operations

Dear Valued Members,

I hope this newsletter finds you in good health and spirits. As the Vice President of Supply Chain at GHRA, I feel privileged to reaffirm our dedication to providing you with unparalleled service and operational excellence. At the heart of our organization's success lies a robust and efficient supply chain network that ensures your needs are met promptly and efficiently.

In recent times, the global landscape has presented us with unprecedented challenges, from disruptions in logistics to fluctuations in demand. I want to assure you that our team has been tirelessly working to adapt and innovate in the face of these obstacles. We are committed to maintaining a resilient supply chain that remains responsive and flexible, allowing us to navigate complexities while minimizing any impact on your business. By investing in advanced technologies, fostering collaboration across our network, and fine-tuning our predictive analytics, we aim to enhance the accuracy of our forecasts and streamline our inventory management.

Your trust in our products and services drives us to continuously strive for excellence. I want to express my gratitude for your ongoing partnership and support. We are confident that by fortifying our supply chain, we will emerge even stronger together. Please do not hesitate to reach out to our dedicated customer support team should you have any questions or feedback. Together, we will navigate the future with unwavering resilience and determination.

Thank you for entrusting us with your business.

A handwritten signature in black ink, appearing to read 'Anees Burhani'.







# Investing in Foodservice Success

Operators need to set key objectives and bring employees in alignment to achieve them.

By Angela Hanson, Senior Editor

NASHVILLE, Tenn. — Building a food-centric convenience store business requires operators to refocus on customers' food loyalty. This in turn requires new management skills that relate specifically to prepared food, as well as additional metrics for operations support and coaching.

To maximize their return on investment (ROI) on foodservice, owners and operations leaders can achieve impressive foodservice growth by looking for six key things that great c-store managers deliver, according to Tom Bandy, founder of BandyWorks.

Those six objectives, he shared at the 2023 *Convenience Store News* Convenience Foodservice Exchange (CFX) event, are:

- Vision & culture support;
- Higher customer visit frequency;
- Market basket growth;
- Upselling profit growth;
- Operational transparency; and
- Food & store ROI.

To achieve their goals, store managers need to have both follow-up and alignment. “You can get away with forced compliance for a short period of time, but it’s really rough in this marketplace,” Bandy pointed out. “Sometimes, people make a mistake — and this is where we spend a lot of time coaching — they back off of the follow-up. Then, you end up in a terrible place.”

He referred to the “unhappy handouts” of the period during the COVID-19 pandemic when managers were so worried about losing employees that they let matters slide.

Coaching to build alignment instead of forcing compliance is what builds culture and buy-in from employees. “People want to know their work matters,” he said.

The bigger the operation, the more difficult it is to achieve full alignment, but having procedures in place makes it easier to scale.

Bandy recommended focusing on suggestive selling; keeping a full hot case; having strong signage; emphasizing “foundational” customer service; and above all, ensuring that the store is clean.

“Bottom line, how do we sell food without a store that’s clean?” he questioned.

Additionally, while good customer service is not specific to foodservice, offering it and giving employees what they need to be able to offer it is a key part of foodservice success.

“Have you made these investments?” Bandy asked. “Some of them are going to go well, some of them are not. I encourage you to make sure you listen to what your store managers need.”

The eighth-annual CFX event was an exclusive networking and experience-focused conference that gave attendees actionable knowledge and research to strengthen their foodservice business. Multiple executives from leading food-focused convenience store chains spoke at the event. ■



# INDUSTRY REPORT 2023 DEEP DIVE: ALCOHOLIC BEVERAGES

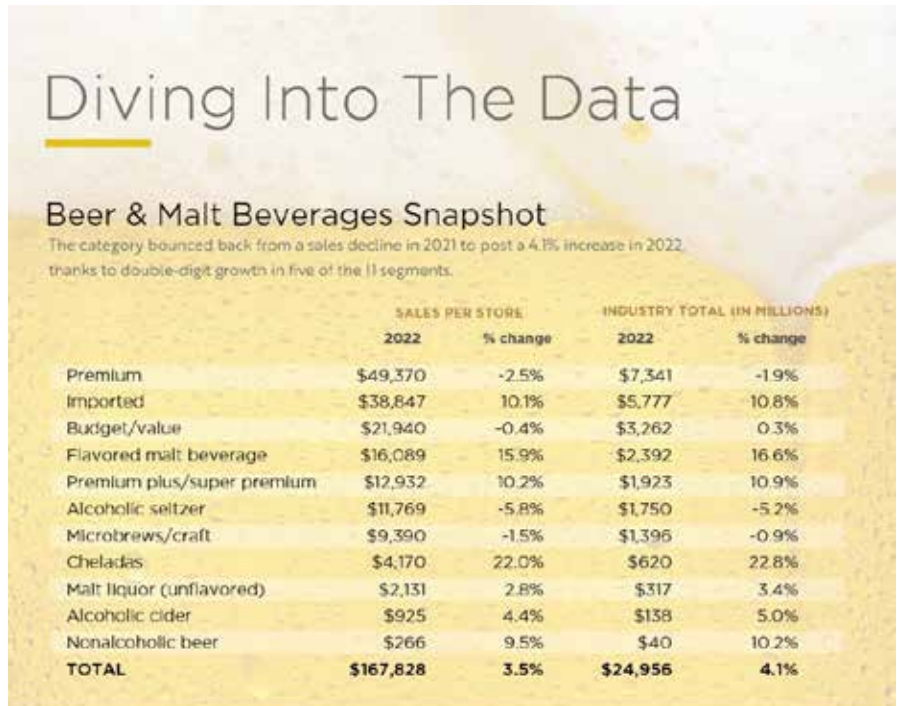
Bonus data and insights into the beer, wine and liquor categories at convenience stores

Adapted from article by Convenience Store News



Rising prices due to ongoing inflation are causing many consumers to socialize and celebrate at home, presenting the opportunity for convenience stores to capture a larger share of off-premise alcoholic beverage sales.

In this special “Deep Dive” report, a bonus supplement to the Convenience Store News 2023 Industry Report, we present exclusive data and insights into the beer, wine and liquor categories at convenience stores.



## Share By Segment

The imported segment achieved the biggest increase in sales share — up 1.4 points vs. a year ago.



The flavored malt beverage segment took the lead in unit volume last year — up 1.2 points year over year.

## Purchase Frequency of Beer & Malt Beverages at C-Stores Today vs. Year Ago

The percentage of shoppers who say they’re purchasing beer and malt beverages at c-stores less these days jumped 8 points.

	2023	2022
More	19%	23%
About the Same	55%	60%
Less	25%	17%

Source: Convenience Store News 2023 Realities of the Aisle Study

## Reasons Why Shoppers Don't Purchase Beer & Malt Beverages at C-stores

37%

Price is too high

21%

Don't offer good Selection/variety

19%

Don't offer sales/promotions

19%

Don't sell these products

Source: Convenience Store News 2023 Realities of the Aisle Study

# What's Trending



### Opportunity in Hard Beverages

While beer still dominates the total alcohol landscape at convenience stores, hard beverages are one of the hottest trends at the moment. "This is a category that consumers define as not quite beer, not quite wine and not quite spirits. [It is] essentially where seltzers, ciders, FMWBs [flavored malt/wine-based beverages] and RTD [ready-to-drink] cocktails play,"

Craig Koehler, director of category development, off premise at Anheuser-Busch, told Convenience Store News. FMWBs, as well as spirit-based seltzers and cocktails, are leading the growth in hard beverages, creating opportunities that c-store retailers can capitalize on.

### Mocktails & Low ABV Offerings

Another significant trend emerging in the alcoholic beverage space is a move to products that fit consumers' increasing demand for health and wellness offerings. Nonalcoholic cocktails, often referred to as mocktails, have grown 233% on menus in the last four years, according to Datassential's MenuTrends. Consumers who take part in alcohol-free challenges like Dry January or who want to reduce their overall intake of alcohol are drawn to these beverages.

Thirty-seven percent of consumers say they drink mocktails at least once per week, an increase of 21% compared to a year ago. It's important to note, though, that the health and wellness trend also extends beyond nonalcoholic options, encompassing products with low ABVs and more environmentally friendly profiles, too.





# Identifying Three Types of Fuel Customers

In today's competitive landscape, it's more important than ever for convenience store retailers to understand their store performance as it relates to the shopper experience and what marketing tactics will appeal most to consumers.

*By Convenience Stores News*

Convenience retailers should first consider whether customers are coming from the gas pump, or parking and coming directly into the store, according to the latest VideoMining Nugget centered on pump-to-store conversion.

In 2022, VideoMining observed an average of 27 percent of c-stores' in-store traffic originating from the pump. "This

provides a critical first step to understand shopper missions and behaviors so retailers and suppliers can more effectively market to customers with messaging tailored to their specific journey. But even this does not tell the whole story," said Alicia Cleary, vice president of marketing and industry relations, VideoMining.

The moment a fuel buyer steps out of their car and pops the lid to their tank, a fuel sale has most likely been generated. Pump-level transaction data provides a piece of the puzzle on average spend and fuel volume. NACS CSX Database reports pump transactions were up 8.9 percent last year, while volume sold remained relatively flat.

"The next question you should ask is ... then what? That all depends on where the fuel buyer pays for their fuel purchase: at the pump or in the store? Monitoring traffic patterns and shoppers' step-by-step journey provides the missing link of the fuel buyer story and exposes unique customer segments that retailers should observe and tailor messaging to," Cleary pointed out.

VideoMining identified three segments of shoppers:

## ***Gas-and-Gone Customers***

VideoMining's in-store behavior tracking found that the percent of fuel buyers who pull up, pay at the pump, get back in their car and leave represented 55 percent of fuel buying trips in 2022.

"These customers might be the farthest away from being converted to in-store buyers, but effective marketing based on this knowledge can drive higher pump-to-store traffic and incremental in-store purchases. To get there, retailers must ask themselves how they are marketing to this captive audience at the pump, and continuously test messaging and promotions to uncover opportunities to win," said Cleary.

## ***Two-Stop Shoppers***

Two-stop shoppers, who pay for their fuel at the pump and then walk into the store, have made an intentional choice to cross the threshold, making them a valuable primed audience for cross-promotions, impulse purchases and foodservice bundles. Strategic testing of in-store merchandising placements and messages can uncover insights to unlock opportunities for incremental revenue and higher basket rings from these journeys, according to VideoMining.

## ***Fuel Buyers Who Pay Inside***

Fuel buyers who walk inside the store to complete their fuel purchase can either pay for gas and exit or become in-store buyers during that trip. The merchandising that the fuel buyer is exposed to on their way to the counter will make or break their conversion to in-store shoppers. Enticing messages that start at the pump and work their way through the store entrance and checkout area can encourage impulse purchases and drive traffic towards key categories. ■



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